

Mothers Know That Genuine Castoria

Always Bears the Signature

No Doubt He Meant It few months ago, at a council meeting in a certain provin la! town, a well-known alderman astonished the members by saying:

"Gentlemen, we have been sending our lunatics to ———— asylum for our lunatics to —— asylum for a long time now, and it has cost us a great deal of money; but I am glad to be able to tell you that we have now built an asylum for ourselves."

Not a Model.
"What kind of a model is your new

automobile?" "It isn't any kind of a model" replied Mr. Chuggins gloomily. "It's a horrible example."—The Furrow.

Chamberlain's Colic, Cholera and Diarrhoea Remedy.

This is a remedy that every family should be provided with, and especially during the summer months. Think of the pain and suffering that must be endured when medicine must be sent for or before relief can be ob-tained. This remedy is thoroughly reliable. Ask anyone who has used able. Ask anyone who has used Obtainable everywhere.

Two People Can Travel Cheap if They Go Together. In the June Woman's Home Com-

panion Albert Lee continues his se-ries of articles entitled, "'Made-in-America' Vacations." This month he gives the details of the expense involved in a trip to the coast by way of Canadian Rockies and Pacific North-west. He says that the railroad companies are offering such low round-trip rates on account of the "alifor-nia expositions that all those who been contemplating a Western "someday" had better go this year. Of the advantages of two peo-ple traveling together, sharing one room in the hotels and one berth on the trains, Mr. Lee writes in part as follows:

"In this way the individual pense is considerably reduced: this is particular, true in case of the price of meals, where two persons ordering a la carte need pay but lit-tle more than one. On the train all meals are served a la carte.'

You can get the news while its new

Advertising Only "Trade-Insurance"

If yours is just a neighborhood store catering to a very few families located within a small prescribed circle, your best form of advertising is the "hand bill on Fridays emphasizing the Specials for the following Saturday.

But, if your trade is that of the ordinary merchant located in a town of twenty thousand population, with a populous county to draw from, your only salvation is newspaper advertising.

While advertising is usually looked upon as an aggressive phase of the retail business, it is also a very necessary defense against the encroachment of the giant Mail-order house tising of your local competitor. Your business cannot stand perfectly still but for a very, very small space of time. It will either grow bigger or shrink in volume of business, and your only "Trade Insurance" is advertising

Right in this town and county of Anderson there are no fewer than THREE THOUSAND catalogues from the Giant Mail Order concerns of the larger cities AT THIS VERY MOMENT. All the time, more and more mail order houses are fighting for foot-holds. and through the power of their tremendously attractive catalogues, they are drawing good CASH trade away from the merchants of Anderson every day, simply and solely because they KNOW HOW TO ADVERTISE, and they ADVERTISE CONSTANT-LY. Their entire business is founded upon Printer's Ink. Without advertising their business would not be possible. It is their presentation of picture and price, together with interesting description advertising that appeals to the consumer. These large mailorder houses require great auto trucks to haul their mail orders from the post office to their places of business. Why? BECAUSE OF GOOD ADVERTISING. They GUARANTEE SATISFACTION or they will give the money back to the customer. YOU WILL DO THE SAME THING, but you don't EMPHASIZE the fact in your advertising as they do.

They are unknown personally to their trade, while you know a great many of your trade well enough to call them by their given name, thus: "Hello Bill," How are you Sam." You have the advantage of your personality to help you, while they are personally unknown by their trade. This is a tremendous advantage; but the greatest force in attracting trade to your place is ADVERTISING. The CONFIDENCE, or lack of confidence will play its part (and it is a tremendous part, too) in the building of your business, but advertising is what brings the trade there first,

If continual advertising is ABSOLUTELY NECESSARY to the success of the GIANT MERCANTILE establishments of the country, WHY is YOUR business IMMUNE to this necessity?

You MUST advertise or the MAIL-ORDER houses and your LOCAL COMPETITOR will "get your goat." And your advertising must not be ill-timed, hackneyed, and uninteresting; it must be well-written, well gotten-up, and the articles advertised, must be

In another issue, and that very soon, we will attempt to analyze the local merchant's problem.

BASSEEN. The Ad Man. ******** STANDING OF THE CLUBS.

South Atlantic.

17 20 20 23 23 29 Albany Charleston 565 547 521 500 458 404 Columbus Savannah Jacksonville Columbia Augusta 16 Southern New Orleans 31 19 19 620 578 551 362 542 489 458 Birmingham Little Rock 23 American. 15 17 Detroit Boston New York 514 486 436 415 Washington Cleveland

Philadelphia National. Chicago Philadelphia 23 19 21 21 21 20 Brooklyn ... 525 500 St. Louis Pittsburgh 462 432 Cincinnati 16 New York 15

Federal. Won. 22 15 595 Kansas City Pittsburgh 571 571 St. Louis 541 535 Brooklyn ... Buffalo

YESTERDAY'S RESULTS.

National League At St. Louis 6; Cincinnati 1. At Pittsburgh 2; Brooklyn 8. Only two scheduled.

American League, At New York 0; Detroit 3.
At Washington 6; Cleveland 1.
At Philadelphia 5; St. Louis 3. At Boston 0; Chicago 2.

Federal League. At Kansas City 5; Pittsburgh 3. At Chicago 3; St. Louis 8. At Buffalo 3; Brooklyn 9. At Buffalo 6; Brooklyn 3. Baltimore-Newark not scheduled.

Southern League, At Chattanooga 5; Mobile 6; ten in

At Little Rock 4; Atlanta 6.
At Memphis 0; New Orleans 5.
At Nashville 3; Birmingham 3;
twelve innings, darkness.

South Atlantic League. At Augusta 4; Savannah 5.
At Columbus 3; Macon 1.
At Albany 9; acksonville 0.
At Albany 2; Jacksonville 5; second seven innings by exceement. At Columbia 8; Calleston 2.

PENDLETON NOTES

The meeting of the school improvement association took place Friday May 28th, the continued bad weather kept many away, but those who had interest enough in the work to brave the cloudiness, were repaid for their trouble by the pleasure of the af-

After the roll was called, and the minutes of the last meeting read, an original charade of three acts, written for the occasion by a member of the association, was cleverly acted by some of the young girls, who well de served all the praise they got. The entered into the spirit of the little play so heartly, and took their parts so easily and naturally, that it was

A bright and amusing recitation:

"Mirandy on Leap Year." was given
by Miss Ida McCrary, who is a very
talented young girl. She also gave
us some very charming music.

Afterwards iced tea and crackers
were served. In one of the nearby
towns the association has I under

towns, the association has, I under stand, built a hall, with a small kitch-en attached, the tables are hinged to the wall, so they can be let down when not in use. The idea of the hall is a most excellent one, particularly most excellent one, particularly where the school building has not got

The Tuesday Club met at the home of Mrs. J. Cant Hard. Though the day was as disagreeable as clouds and rain could make it, many members were present, and all enjoyed the ternoon, which passed very swiftly. Among the new books that came in, Among the new books that came by was an exceptionally fine one by Booth Tarkington, a most delightfully interesting and clever book, "The

BE SURE TO ATTEND TRIB BLE'S FIRE SALE TODAY. THERE ARE GREAT VALUES THERE.

To Sleep Well in Summer.

Slight inflammation of the bron-chial tubes causes a distressing cough and makes refreshing sleep impos-sible. Foley's Honey and Tar Comsible. Foley's Honey and Tar Compound covers raw, inflamed, irritated surfaces with a soothing, healing coating and stops that annoying tickling, relieving the racking, tiring cough. Take this splendid cough medicine with you on summer trips. It is good for coughs, colds, bronchial affections and la grippe coughs. Evans Pharmacy. Evans Pharmacy, -



retty after-taste.

Camels are delightful, because they are blended choice Turkish and choice Domestic tobaccos. You'll like them better than either kind smoked straight, they're so CAMELS sell 20 for 10c. If your dealer cam't supply you, send 10c for one pockage or \$1.00 for a carbinoftenpackages (200 cigarettes), sent postage prepaid. If after smoking one package you are not smooth and fragrant and refreshing.

Tobaccos blended in Camels are so expensive no coupons or premiums are offered smokers, who appreciate quality and do not expect them.

Start today to compare Camels with any cigarette in the world!

pachage you are not delighted with CAMBLS, return the other nine packages and we will refund your dollar and post-R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

ELECTRIC CITY SPARKLETS

Items of Interest and Personal Mention Caught Over the Wireless on the Streets of Anderson

Mr. John C. Pruitt

Lost Fine Mule. Mr. John C. Pruitt, who lives near Starr and is one of the biggest farmers in Anderson county had the misfortune to lose one of his best mules yesterday. It will be remembered that Mr. Pruitt had the misfortune to loss his big country home and con-tents by fire a few weeks ago.

Another Band Concert

At Williamston Sunday.

The Piedmont and Northern have advertised that they will have another band concert by the First Regiment band in Williamston Sunday and that the usual low rates will be on. The round-trip fare from Anderson will be 25 cents. A sufficient number of cars will be out into service to handle the crowd with com-fort and it is expected that hundreds will attend.

Sold Handsome Set China For \$14.00.

\$1.00 every day. This was done to see how low the prices would go be-fore some one took the bargain. On Thursday the set was sold for \$14.00. The jewelers are well pleased with their project and state that it was a good advertisement.

ed the price as \$25.00, reducing this

Regular Meeting Chamber Commerce on Wednesday

The regular monthly meeting of the oard of directors of the Anderson chamber of commerce will be held on Wednesday evening at 6 o'clock in the rooms of the organization. reports of the secretary and various committees will be received at this meeting and any new business that may come up will be attended to.

Anderson Girls

Elected at Winthrop.

Miss Ethel Jones of Anderson, who is a student at Winthrop College, was elected treasurer of the Junior class. Another Anderson girl, Miss Tabitha As stated several days ago, March-banks and Babb, jewelers, put into their window a set of china and plac-throp College Journal for next year.

GEORGIA INSURANCE

Figures Show Astonishing Loss by Stockholders in Local Companies.

Atlanta, Ga., June 4.—A scrious local situation has been brought to light in connection with the compilation of figures showing astonishing losses which stockholders, investors and policy holders have sustained in connection with life insurance com-panies organized in this State. terests of the policy holders, how much they have lost, who has safe-

The record of the Cosmopolitan Life Insurance company, Atlanta, shows a loss to investors in capital stock of \$666,700. The American Life and Annuity

company of Atlanta, loss by issuance of income certificates \$445,550 Rome Insurance Company, Rome loss to stockholders, estimated, \$600,

National Assurance company, Atlanta, loss to certificate holders, es-State Mutual Life Insurance com-

SAVES DAUGHTER

Advice of Mother no Doubt Prevents Daughter's Untimely End.

Ready, Ky.—"I was not able to do anything for nearly six months," writes Mrs. Laura Bratcher, of this place, "and was down in bed for three months.

I cannot tell you how I suffered with my head, and with nervousness and womanly troubles.

womanly troubles.

Our family doctor told my husband he could not do me any good, and he had to give it up. We tried another doctor, but he did not help me.

At last, my mother advised me to take Cardui, the woman's tonic. I thought it was no use for I was nearly dead and nothing seemed to do me nay good. But I took eleven bottles, and now I am able to do all of my work and my own washing.

I think Cardui is the best medicine in the world. My weight has increased, and I look the picture of health."

If you suffer from any of the aliments peculiar to women, get a bottle of Cardui loday. Delay is dangerous. We know it will help you, for, it has helped so many thousands of other weak women in the past 50 years.

At all decembers At all druggists.

Weste fo: Chastanooga Medicine Co., Ladies dwicory Dapt., Chastanooga, Tenn., for Special settractions on your case and 64-page book, "fear-castment for Women," in plain wrapper. R.G. 135

pany, Rome, exchanged by cooperative, loss to income certificate holders. \$1,500,000.

Great Southern Accident and Fidellty company. Atlanta, loss to stock-holders, about \$225,000. Atlantic States Life Insurance com

pany, Augusta, estimated \$65,000. Empire Life Insurance company, Atlanta, estimated \$1,500,000.

change for stock \$1,300,000.

Georgia Life Company, Macon, loss

about \$500,000.

Nobody has been asked to account for these startling losses, and the public generally is beginning to won-der where the blame should be plac-ed. The question has naturally aris-en as to what has happened to the in-

much they have lost, who has safe-guarded their interests and looks af-ter their welfare. The question has come up too of potato plants in any quantity at how much rightful reserve has been

diverted to pay court costs and legal fees in cases that could have been prevented. It is said too that many policy holders who have sought to exer-cise the loan privileges of their contracts have met with flat refusal.

Is Your Home a Real Home.

In the June Woman's Home Companion, which is called "The Bride's Number." appears an interesting talk by Charles E. Jefferson. It is a talk supposed to be delivered to young married people soon after their wed-ding day. Of the difference between a house and a home the author writer in part as follows:

"And what is a home? It is, of

course, quite different from a house. It is something which is put inside a house. It is something is put inside a house. It is a building not made with hands. It belongs to the things which are unseen, rather than to the things which are seen. A house is a product of human handicraft, a home is a creation of the heart. A house is constructed out of matter, a home is such stuff as dreams are made of. A house is four walls with a roof, a home is a complex of memories and associations and affections. A house is built by gold, a home is built by love. A small and shabby home may be set up inside a spacious and costly house. We have all been guests in places where we felt there was more house that home. On the other hand, a palatial home may be erected inside a cottage. A house can be built in a year. To build a home is the work of many seasons. A man can have numerous houses, he can have but one home."

He Would Conquer.

Client-Didn't you make a mistake in going into the law instead of into

the army?

Lawyer—Why?

Client—By the way you charge there would be little left of the enemy.— Sacred Heart Review.

terday is gone. Tomorrow does 1. of ex ist. TODAY is the day of Opportunity. This is the coloumn of opportunities. Read it. Use it-if you seek a broader opening

for yourself, if you seek men, if you wantto buy or sell machinery, fixtures, equip-ment.

Classified Columns

Want Advertising Rates

Twenty-five words or less, One Time 25 cen's, Three Times 50 cents, Six Tim : \$1.00.

All advertisement over twenty-five words prorate for each additional word. Rates on 1,000 words to be used in a routh made on appli-

No advertisement taken for less than 25 cents, cash in advance.

If your name appears in the telephone directory you can telephone your want ad to 321 and a bill will be mailed after its insertion for

WANTS

WANTED-A reliable representative in every community to act as agent for The Intelligencer. Liberal commissions paid. Apply The Anderson Intelligencer.

SITUATION WANTED-Young wants position as driver of auto truck or in auto repair shop. Small salary till ability is proven. B. G. care Intelligencer.

WANTED-To rent an adding machine for the next 30 days. Realty Trust Co.

WANTED-You to know that I am still on the job with the best weed and coal on the market, if you don't believe it try me. W. O. Ulnier, Phone 649. Successor to Piedmont Coal and Wood Co.

VANTED-50c each for empty half barrels in good condition, clean in-side with heads and staves unbroken. No paint or kindred barrels Petroleum Oil Co. Yard. 5-27-6 5-27-6t.

WANTED—A position by experienced stenographer. Address Stenograph-er, care Intelligencer. 5-30-33t.



YOU CAN CHOOSE the meat best suited to your requirements and we will cut it exactly as you request it. If you don't have time to select personally THE MEATS for your table you should send your orders to us. Cherokee Life Insurance Co., loss to income certificate holders on exmarket

> The Lily White Market 3. N. LINDSAY, Proprietor. Phone 694.

NOTICE

\$1.75 per 1,000. We guarantee our plants to be pure seed plants and to give entire satisfaction.

Phone Us Your Reservation.

Very truly,

C. F. POWER & SON 201 McDuffie St. Phone 117

FOR SALE

FOR SALE—Pure Nancy Hall Potato Slips at \$2.00 pc. thousand. We handle no other variety; our shipper wired us today giving us a reduction of fifty cents per thousand effective Monday. Furman Smith, Seedsman, Phone 464.

FOR SALE—Four or five hundred bundles of fodder at two dollars and a half a hundred. John Linley.

FOR RENT

FOR RENT-Store recently occupied by The Intelligencer Job Printing hy The Intelligencer dop rinches the first land and good proposition, apply stand and good proposition, apply stand and good proposition, apply stand and good proposition, apply standard and good proposition.

MISCELLANEOUS

OTICE-Sudie Davis, age 17, has left home without cause. Anyone hiring or harboring her will be prosecuted to the full extent of the law. Thomas Davis, Route 2, Box 57.-6-4-1t.

TO THE MERCHANTS TRADE. Car cotton hulls, horse and mule feed, white wings flour, clay or un-known peas, chicken feed, hay and all kinds of grain at lowest prices. G. E. Turner, At P. & N. Depot. 6-4-St.

ALABAMA

ONLY \$200.00—Required as a first
Dayment to buy forty-acre farm in
the successful colony Elberta in the
sunny south. Write for information
to Baldwin County Colonization Company, 912 Hartford Bldg. Chi-cago, Ill.-21-20pd.

Something NEW Arbuckle's Breakfast Coffee

In 1 and 3 lb Packages.

This Coffee has the delicate frag-rant, rich brown cup quality which is demanded at the breakfst table. It is a fancy, sweet coffee, especially chosen for its milder and more agree-able flavor.

Try a package with your next order. We are handling the choicest fresh vegetables that the markets afford

and will appreciate your orders. Pure seed Nancy Hall sweet J. M. McCOWN 211 E. Whitner St.

DON'T CARRY A HANDICAP THROUGH LIFE,

Did you ever stop to think that Did you ever stop to think that your every action, every thought, your disposition, and character are influenced every day by the condition of your Liver? Failure in life may be the direct result of a disordered Liver.

Or. Hilton's Life For The Liver and Kidney will keep your livering.

Kidneys will keen your liver in per-fect condition. Let a bottle. For Sale by all Druggists. MURRAY DRUG CO., Distributors,

Columbia, S. C.

Blue Ridge Railway Co., Announces Very Low Rates for the Following Occasion, From Anderson, S. C.

Birminghani, Ala. and Return

Account Sunday School Congress (Colored) June 9-14th \$12.45 Tickets on sale June 7, 8 and 9, limited to return June 17,

Nashville, Tenn. and Return

Account Peabody College Summer School June 17th-August 28th, 1915 \$12.70

lickets on sale June 15, 16, 17, 18, 21, 26, July 22nd, 23rd, and 26th 1915, limited to return 15 days from date

Knoville, Tenn., and Return

Account Summer School of the South, University of Tennessee, June 22nd, July 30th, 1915

Fickets on sale June 20, 21, 22, 26, 27, July 2, 3, 10, and 17th, 1915. Tickets limited fifteen days from date of sale for returning.

\$8.25